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FOR IMMEDIATE RELEASE
February 23, 2010

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“Click it or Ticket” Enforcement Campaign Begins

Enforcement and Education Campaign in Maricopa and Pima Counties Begins Saturday February 27, 2010

PHOENIX – The Governor's Office of Highway Safety (GOHS) today announces the continuation of the National “Click it or Ticket” enforcement and education campaign to increase seatbelt enforcement in Maricopa and Pima Counties. In partnership with the National Highway Traffic Safety Administration (NHTSA), GOHS is funding 27 law enforcement agencies in the second of four scheduled “Click it or Ticket” enforcement periods this year, beginning on Saturday February 27, 2010 and concluding on Sunday, March 7, 2010.

“Even though Arizona is a secondary law state for seatbelt usage, law enforcement officers will be taking a zero tolerance approach on drivers who are in violation of state law,” said Alberto Gutier, Director of the Governor's Office of Highway Safety.

These funds are part of a \$600,000.00 demonstration grant from NHTSA designed to increase and sustain the seatbelt usage in Maricopa and Pima counties over the course of one year. Law enforcement agencies in these two counties will conduct four enforcement periods over this time period. Arizona is one of two states to receiving this funding from NHTSA.

For the next week, 27 law enforcement agencies in Maricopa and Pima Counties will have increased traffic enforcement with zero tolerance for violations of Arizona's occupant protection laws. These agencies will be participating in community activities with various organizations to raise public awareness about the importance of wearing seat belts.

Additional enforcement periods will occur from May 24, 2010 through June 6, 2010 and from September 25, 2010 through October 1, 2010.

“The events and enforcement next week will help prevent needless tragedies on our streets and highways,” said Alberto Gutier. He will be in attendance at several public awareness events during the course of the campaign.

BUCKLE UP ARIZONA...CLICK IT OR TICKET

In 2008, 320 individuals killed in accidents were not wearing a safety device. 266 individuals were killed in alcohol-related accidents.

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